MED Week 2021
Minority Enterprise Development
September 12th - 18th, 2021

sponsorships
For more than 50 years, the U.S. Department of Commerce Minority Business Development Agency (MBDA) has been one of the most influential leaders in bolstering the growth and global competitiveness of our Nation’s minority-owned businesses. From an estimated 300,000 firms owned by minorities in 1969 to more than eight million today, MBDA continues to elevate the level of public awareness and recognition of the achievements and economic contributions generated by minority entrepreneurs.

During their annual National Minority Enterprise Development (MED) Week, MBDA presents a conference presenting informational sessions as well as programming which celebrates the outstanding accomplishments of minority-owned companies. MED Week also features an awards ceremony where individuals and organizations are honored for exceptional commitments and contributions to minority business growth. In fact, the MED Week Awards are the highest national recognition a minority-owned firm can receive from the U.S. Department of Commerce.

2020 National MED Week was historical. Although, the conference shifted to a virtual experience, there were over 6,000 attendees -breaking all previous attendance records! The conference held high standards of programming excellence, including:

- More than 10 “Eco-System” sessions featuring presentations and perspectives from dynamic speakers from within the minority business community.
- An engaging “How I Did It” video series celebrating winners of the 2020 MED Week Awards, hosted by ABC News Correspondent Lindsay Davis.
- Daily “MBDA Live!” sessions showcasing MBDA initiatives, strategic partners, and resources available through the MBDA Business Center Network.
- The exciting and successful launch of “Buy MBE Day” on Saturday, September 19.
This year, President Joe Biden will issue a proclamation declaring September 12-18, 2021 as ‘National Minority Enterprise Week’ to coincide with MBDA’s 2021 National MED Week. The MED Week Conference, presented again this year in a virtual format, centers around the theme of “Reimagining Opportunity” and the endless possibilities ahead for the minority business community.

MBDA believe the realities of our ‘new normal’ will continue to present unlimited growth potential for the Nation’s minority-owned businesses. Our 2021 MED Week will focus on providing minority-owned businesses with the awareness, inspiration, and resources they need to move forward confidently with an optimistic mindset. Conference programming for 2021 includes:

- A return of the ‘How I Did It’ video series spotlighting this year’s MED Week Award winners.
- Interactive networking sessions to generate new connections and fresh perspectives.
- Daily informational sessions covering topics including how to approach government contracting opportunities and methods for accessing capital funding.
**MED WEEK SPONSORSHIP BENEFITS**

**PRESENCE**

National Minority Enterprise Development (MED) Week

- Logo on all digital signs for virtual MED Week programs (MBDA Live!, Eco-System Sessions, and Awards Ceremony)
- Listing as sponsor in MED Week Awards Ceremony video credits
- Prominent logo placement during National MED Week Awards Ceremony
- Logo listed on all digital sponsorship acknowledgements leading up to and during events

**MBDA National Initiatives:**

Enterprising Women of Color Initiative and InVision Tour

- Logos displayed on digital flyers and registration pages for all events scheduled in the calendar year.
- Sponsorship acknowledgement during welcome remarks and/or logo displayed on virtual event platform for all events scheduled in the calendar year.

**MEDIA ENGAGEMENT**

National Minority Enterprise Development (MED) Week

- Sponsorship Videos featured on Conference Virtual Engagement Hub
- Mention in MED Week Press Releases and Event Email Marketing
- Sponsorship acknowledgement in a minimum of three (3) posts on Agency’s primary social media accounts (Facebook, Instagram, LinkedIn, and Twitter)

**MBDA National Initiatives:**

Enterprising Women of Color Initiative and InVision Tour

- Sponsorship acknowledgement in a minimum of two (2) posts on Agency’s primary social media accounts (Facebook, Instagram, LinkedIn, and Twitter) during the calendar year
- Sponsorship acknowledgement in a minimum of two (2) posts on EWOC and InVision Tour social media accounts (Facebook, Instagram, and Twitter) during the calendar year

---

**Diamond**

$35,000
**Platinum**

**MED WEEK SPONSORSHIP BENEFITS**

### $25,000

#### PRESENCE
National Minority Enterprise Development (MED) Week

- Logo on all digital signs for virtual MED Week programs (MBDA Live!, Eco-System Sessions, and Awards Ceremony)
- Prominent logo placement during National MED Week Awards Ceremony
- Logo listed on all digital sponsorship acknowledgements leading up to and during events

**MBDA National Initiatives:**
- Enterprising Women of Color Initiative and InVision Tour

  - Logos displayed on digital flyers and registration pages for all events scheduled in the calendar year.

#### MEDIA ENGAGEMENT
National Minority Enterprise Development (MED) Week

- Sponsorship Videos featured on Conference Virtual Engagement Hub
- Sponsorship acknowledgement in a minimum of three (3) posts on Agency’s primary social media accounts (Facebook, Instagram, LinkedIn, and Twitter)

**MBDA National Initiatives:**
- Enterprising Women of Color Initiative and InVision Tour

  - Sponsorship acknowledgement in a minimum of two (2) posts on EWOC and InVision Tour social media accounts (Facebook, Instagram, and Twitter) during the calendar year
**Gold**

$10,000 Med Week Sponsorship Benefits

**Pre-Event**

- National Minority Enterprise Development (MED) Week Logo on all digital signs for virtual MED Week programs (MBDA Live!, Eco-System Sessions, and Awards Ceremony)
- Logo listed on all digital sponsorship acknowledgments leading up to and during events

**Media Engagement**

- Sponsorship Videos featured on Conference Virtual Engagement Hub
- Sponsorship acknowledgement in a minimum of two (2) posts on Agency’s primary social media accounts (Facebook, Instagram, LinkedIn, and Twitter)

---

**Silver**

$5,000 Med Week Sponsorship Benefits

**Pre-Event**

- National Minority Enterprise Development (MED) Week Logo on all digital signs for virtual MED Week programs (MBDA Live!, Eco-System Sessions, and Awards Ceremony)

**Media Engagement**

- Sponsorship Videos featured on Conference Virtual Engagement Hub

---

**Med Week Sponsorship Benefits**

- Med Week Sponsorship Benefits include logo placement, sponsorship acknowledgments, and media engagement.
- Gold level sponsors receive additional benefits such as videos featured and social media postings.
- Silver level sponsors receive reduced benefits compared to Gold level sponsors.
FOR MORE INFORMATION, PLEASE CONTACT:

ANTAVIA F. GRIMSLEY, CGMP
Program Manager, National Minority Enterprise Development Week and Buy MBE Day
1401 Constitution Ave., NW, Washington, DC 20230

Office: (202) 482-7458 | Cell: (202) 841-2384 | Fax: (202) 482-2562
agrimsley1@mbda.gov | www.mbda.gov